

# *A guide to Better Living* **THE 5-STAR HOME**

PRICE 10¢







## WIRING FOR THE FUTURE

*... Convenience outlets for all  
your electrical servants*



At this point, let's say you are already considering the preliminary planning of your house. Be sure it's wired for the future. This is vital because the wiring is the feeder system for all your electric labor savers. In the past ten years literally dozens of these have been invented.

In the next ten there will be many more. Some of them you will want. And you must have wires big enough to carry the electric load, or you can't use them. And unfortunately, if wiring isn't right in the beginning, it can only be corrected by a sort of mining operation in the walls.

The points given here will help you. And for positive assurance of wiring that is adequate for future needs, ask your architect or builder to follow the Certification Standards for 5-Star Homes.

### **ENTRANCES, PORCHES, TERRACES, ETC.**

—You'll want one or more outlets for lighting at the front entrance door. Your guests will appreciate a lighted street number. And to get fullest enjoyment from outdoor gatherings, porches, terraces, and patios should be adequately

lighted with a ceiling light or a pair of wall brackets, controlled by an inside switch. Convenience outlets outdoors? They must be weatherproof of course but they are mighty convenient for portable reading lamp or radio, or for the latest electrical device, the insect electrocutor.

**HALLS, STAIRWAYS**—Dim, dark hallways are a frequent cause for barked shins, and stubbed toes. An outlet should be provided at the head and foot of the stairs for a ceiling or wall light. You'll save plenty of steps if you have a two or three-way switch that permits you to control the light from either head or foot of the stairs. Outlets for plugging in the vacuum cleaner or a portable lamp for the telephone stand should be remembered.

**LIVING ROOMS, BEDROOMS, RECEPTION HALLS**—Many people like general illumination without too many supplementary individual portable lamps. In this case each of these rooms should have one ceiling outlet, plus at least two for wall lights. However, additional convenience outlets should be provided for such number of indirect portable lamps as may be required to give satisfactory general light. In the average sized bedroom



there should be at least three floor convenience outlets. In the living room, at least six. Then you can move bridge lamps, reading and table lamps or other furniture around at will. The reception hall usually needs one ceiling light. Switches for bedrooms, living room and hallway should be conveniently placed at the entranceways.

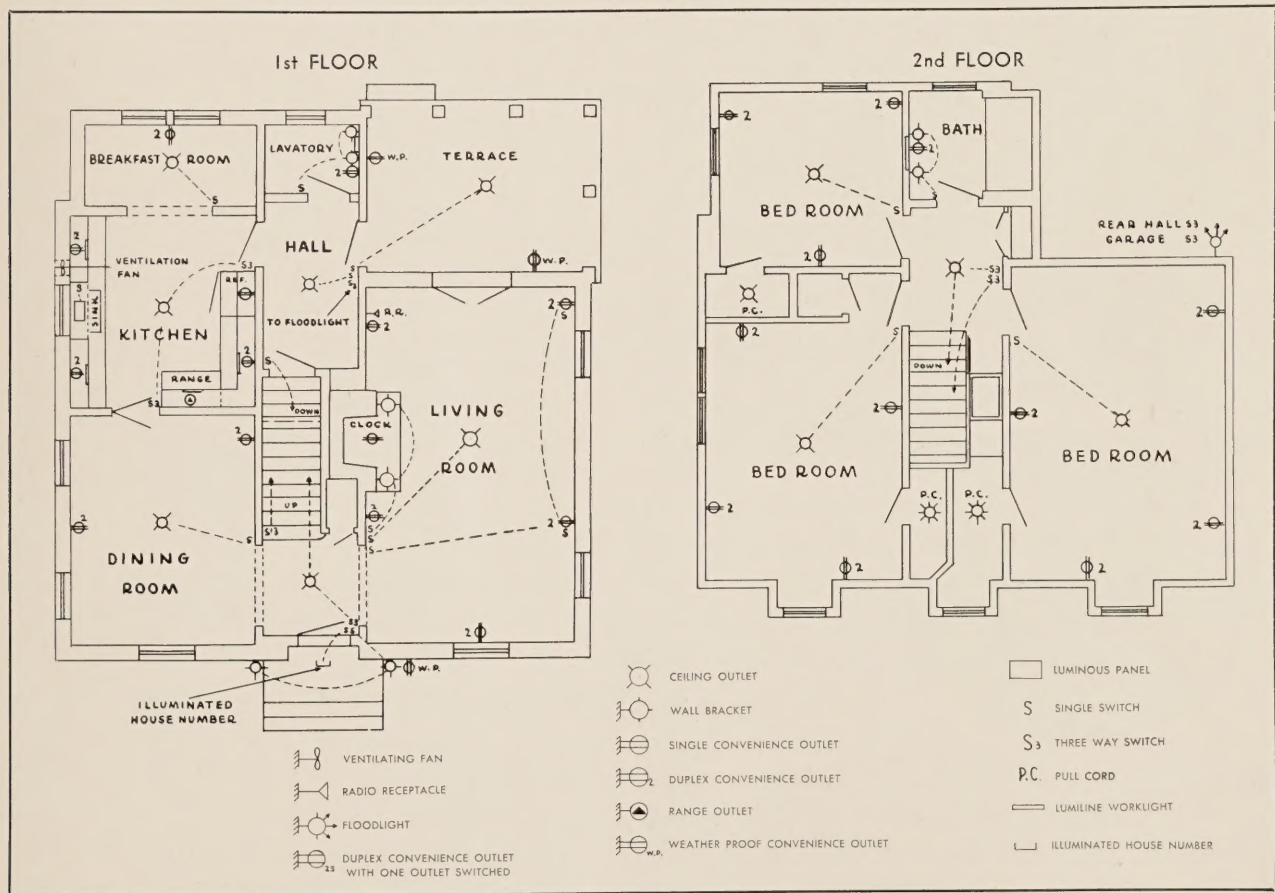
**DINING ROOM**—It is highly important to have an outlet for a good ceiling fixture. Side lights, too, will help the room tremendously, and they are more convenient when controlled by one main wall switch. For your toaster and coffee percolator you'll need at least two convenience outlets. These outlets should be connected to a heavy-duty circuit and this should have larger than normal sized wire.

**KITCHEN**—Here's where you'll need plenty

of light. To avoid sand in the spinach and salt in the pudding you should have outlets for extra light at the sink, worktable and range. And outlets for the refrigerator, clock, ventilating fan, ironing board and other electrical equipment are absolutely necessary, again on a separate heavy capacity circuit.

**LAUNDRY**—Two ceiling outlets should take care of lights for the washing and ironing. If the laundry is separate from the rest of the basement, the control switch should be placed just outside the entrance. If the laundry is part of the basement, a control switch placed at the head of the basement stairs would be more convenient. A pendant outlet over the washer keeps the cord off the floor out of the way, and an extra outlet for the ironing machine is also needed. These will eliminate the need of double sockets or unscrewing lights.

### TYPICAL 5-STAR WIRING PLAN







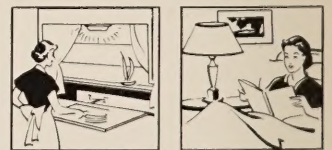
## LIGHTING FOR COMFORT VISION AND BEAUTY



**THE SCIENCE OF SEEING** — In the past four years a great movement for "Better Light for Better Sight" has swept the country. Man's eyes were made for seeing outdoors, and reading and studying indoors taxes our eyes heavily unless artificial light is adequate. We know that one out of every five school children has defective vision, and the number increases to two out of every five at college age. The principles of "Better Light for Better Sight" will do much to correct this situation. Eyes should be examined regularly by a competent vision specialist. Homes should have plenty of light, free from glare. Wall and ceiling coverings should be light in color to reflect rather than to absorb the light. These three things will insure freedom from eyestrain for you and your family, and will add to the charm and beauty of a home.

### SOME OF THE SIGHT-SAVING FIXTURES

—Over two and a half million scientifically approved portable lamps have been enthusiastically adopted for home use. However, it is not



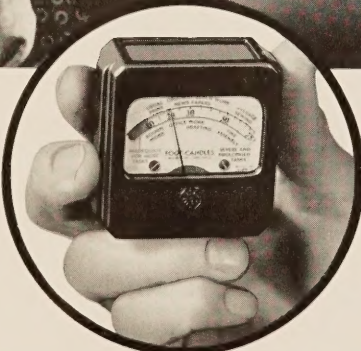
so generally known that the principles of "Better Light for Better Sight" have also been applied to permanent fixtures. Note the wall and ceiling fixtures in the 5-Star Home. They are all of the indirect or semi-indirect variety.

### HOW MUCH LIGHT IS ENOUGH—

A 5-Star Home will be well-lighted. Exhaustive research has established the proper lighting intensities to use for reading, sewing, kitchen work and so on. A light meter tells just how many foot candles\* of light you have for every task. No more guessing about how much light you have.

\*The technical definition for the unit by which engineers measure lighting intensity.

*NOTE: Your utility will be glad to send a representative to measure your present lighting or to specify proper lighting for your new home.*





# GENERAL REQUIREMENTS FOR

## 5-STAR LIGHTING

**KITCHEN**—A well-lighted kitchen speeds up work. Recommended for modern kitchens is diffused lighting, coming either from an indirect or semi-indirect ceiling fixture. Work tables should be "spot-lighted" with separate lights. In this way the 5-Star kitchen is shadowless—regardless of your position. General illumination should be at least six foot candles, built up to 10 on important work counters by means of supplementary lighting fixtures.

**BEDROOM**—Floor outlets, ceiling and wall fixtures are placed so that furniture can be rearranged easily. The properly lighted bedroom should have a center ceiling fixture as well as lights for each dresser. They should be so designed as to throw soft, evenly distributed light throughout the room. The best arrangement for reading in bed is a table with a suitable reading lamp. Or if this is not convenient there are several new lamps which can be attached to the headboard of the bed, or the wall immediately above it, which are very suitable. The modern method of mirror lighting is the installation of new lumineline lamps, one on either side, or one directly over the mirror. These are best for make-up because they spread the light evenly over your face and eliminate glare and shadows.

**LIVING ROOM**—It is highly important that plenty of floor and table lamps are at hand to give adequate light for every member of the family. General illumination can be supplied by a center ceiling fixture of the indirect or semi-indirect type, or if you prefer a number of indirect portable lamps will also give the desired effect. Wall brackets are decorative but are not suitable by themselves for reading or bridge.

**DINING ROOM**—Silver, snowy white linen and sparkling china take on an inviting gleam under bright, cheerful lighting. And those at the table will appreciate the absence of glare with correct fixtures. While the table is being set, or when dining with candles, wall brackets give a pleasant background lighting. If the children study at the dining room table, light can be increased sufficiently to permit them to work without eyestrain.

**HALLWAY**—In the modern home, the entering guest will be greeted in a cheery, bright hallway. The hall fixture can be made bright and cheerful and a well lighted mirror will be appreciated by your guests. Lighting in the halls should be controlled by separate two- or three-way switches so that they can be turned on or off from either floor.

**BASEMENT**—All lights should be controlled by a main switch at the head of the stairs. Then when you walk through the basement you won't bump into things. The arrangement of lights in the cellar is more or less determined by the floor plan. However, it is just common sense to have a bright light over such things as the wash tub, the furnace, etc.





## SAVE YOURSELF 10,000 STEPS A YEAR WITH A PLANNED KITCHEN

Housekeeping can be dull and hopeless drudgery, or it can be an exciting adventure! What makes the difference? Well, for one thing your kitchen is the center of housekeeping activities. It must be spotlessly clean, of course, but is it planned for convenience? In a typical unplanned kitchen, experts recently checked the number of steps required in making a cake. The cook knew where everything was. Yet she went through 50 different processes and walked 143 feet before the cake she was baking was out of the oven.

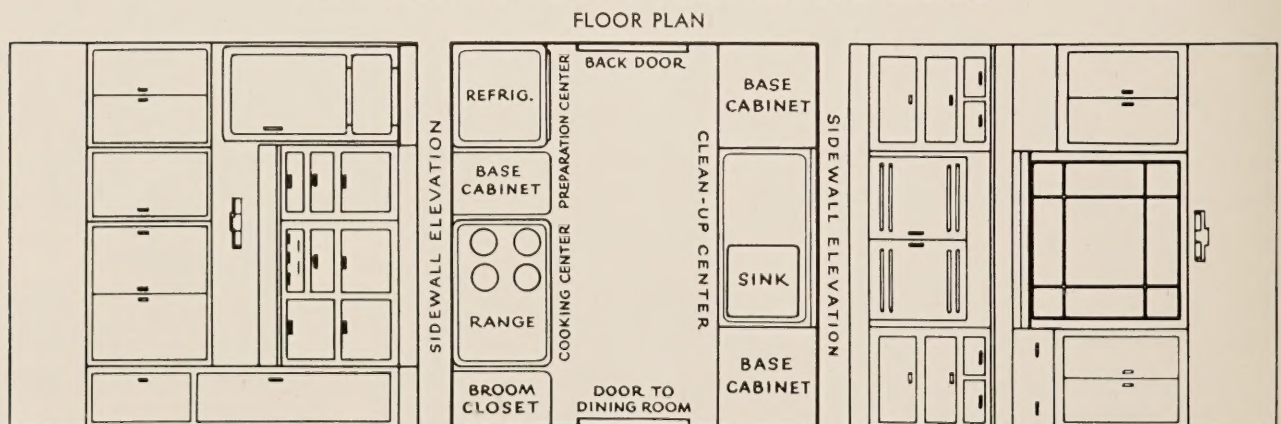
When the same kitchen was rearranged conveniently, it took only 24 processes and 24 feet of walking to make the same kind of cake. Only half as much work. And only one-sixth as many steps!

If your kitchen equipment is placed about the walls in logical order, you won't find yourself weaving a web of useless steps as you go about your work. And the simplest way to arrange a logical kitchen is to "departmentalize" your work for speed and efficiency. There should be three departments in your kitchen. The Preparation Department, the Cooking Department, and the "Clean-Up" Department.

In the preparation department, the main idea is to have food and needed equipment grouped in one convenient place. Your refrigerator, a cabinet or cupboard for packaged foods and utensils, and a work shelf or table. The electric mixer should stand nearby. Here then are all the things you need for preparation of food prior to cooking.

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### PLANNED KITCHEN FOR SMALL HOME

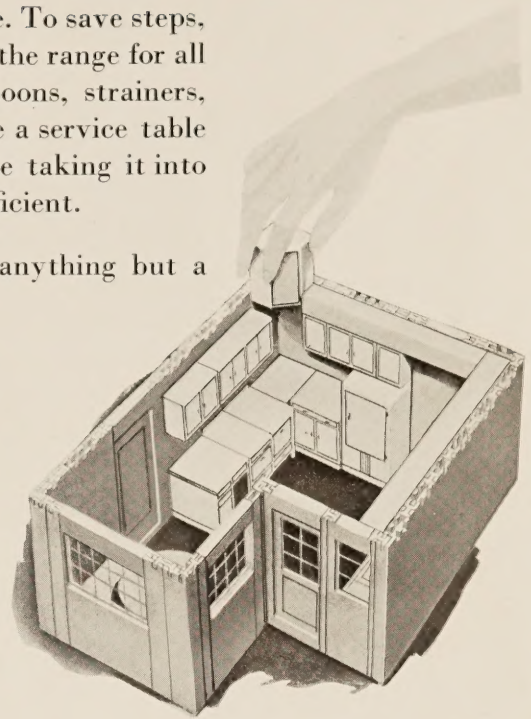




Cooking naturally has principally to do with the range. To save steps, cupboards and shelves should be within arm's reach of the range for all the things used in cooking—pots and pans, forks and spoons, strainers, holders, pepper, salt, flour and sugar. Then if you have a service table next to the range for convenient serving of food before taking it into the dining room, your cooking department is 100% efficient.

Maybe you don't believe that dishwashing can be anything but a bore, but it must be done and it is certainly less depressing to do dishes if all materials needed for cleaning up are placed within easy reach of the sink. Of course, there are automatic dishwashers that reduce housekeeping's worst job to a light and easy task and the latest thing is the electric disposal unit which grinds up garbage to a pulp and flushes it harmlessly to the sewer.

*This is an illustration of one of the cardboard unit part models used by our kitchen planning department in layout of efficient kitchens.*



## *Suggestions for kitchen planning*

1. If your home is still in the planning stage, it is best to plan the arrangement of the equipment first, and then the kitchen's size and shape can be worked out to better advantage.

2. Damp dish towels add a dreary note to most any kitchen. A concealed, ventilated storage space near the sink will keep these distress signals out of sight and add to your kitchen's attractiveness. An electric towel dryer could be built into this space, too.

3. Hard porcelain is a bad cutting surface for your knives. It's easy to have a built-in wooden cutting board placed near the food preparation center. Saves wear and tear on your knives and nerves.

4. Non-perishable vegetables can be kept in the basement, of course, but how much more convenient to have a ventilated storage space adjacent to the sink.

5. Storage drawers with metal lining for sugar, bread, flour, and cake will appeal to any housewife.

6. Just a detail, but a step-saving one: The refrigerator door should latch at the side near the work counter so you don't have to side-step the door in preparation work.

7. An 8 inch wide by 2 feet high cabinet for storing serving trays, placed near the sink is convenient.

8. For after school lunches, or hurried breakfasts, or midnight lunches, a drop table in a convenient door or other space is a life-saver to the busy housewife.

9. Why great open spaces under the sink? Have cupboards built—there'll be plenty of uses for them.

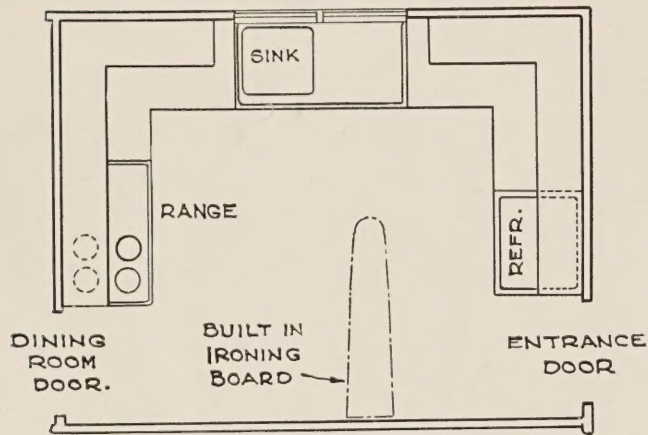
10. Make your kitchen a businesslike place. Have a little desk for recipes, bills, shopping lists and telephone, placed in one corner. It needn't take much space.

11. Color in the kitchen is a matter of taste of course, but it is well to keep the walls and ceilings light in tone to reflect and not absorb artificial light. If you want a dramatic note, bright colors in cupboard shelf paper, pipings of curtains, or window shades are good ways to work it out. Too much bright color is tiring on the eyes.

12. Putting the range or refrigerator into a niche in the wall might seem to be a space saver, but remember the difficulty of getting around it for cleaning and for reaching to the back. Better to keep them flush with the front of your storage cabinets.



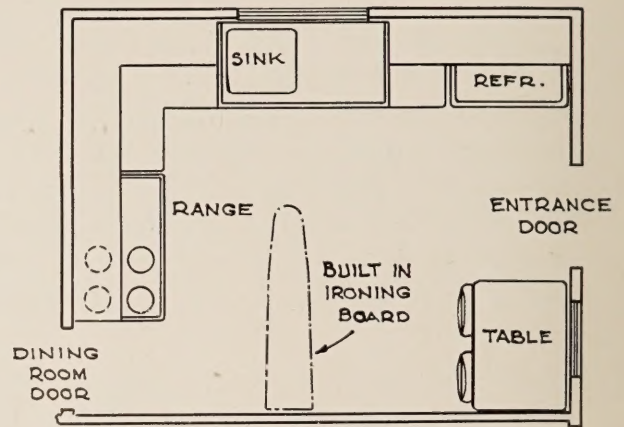
# ANY SHAPED KITCHEN CAN BE MADE STEP-SAVING



**"U" - SHAPED KITCHEN**

A marvel of convenience

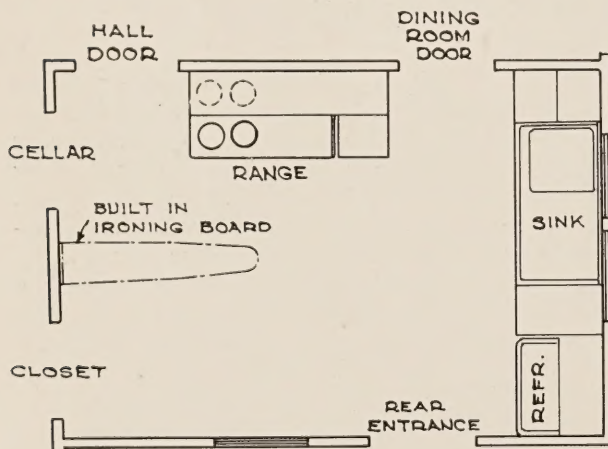
This is ideal for step-saving. The equipment continues along three walls and all floor traffic is kept out of the active work area. A straight-line routing of work with a minimum of lost time, motion and energy.



**"L" - SHAPED KITCHEN**

Also highly efficient

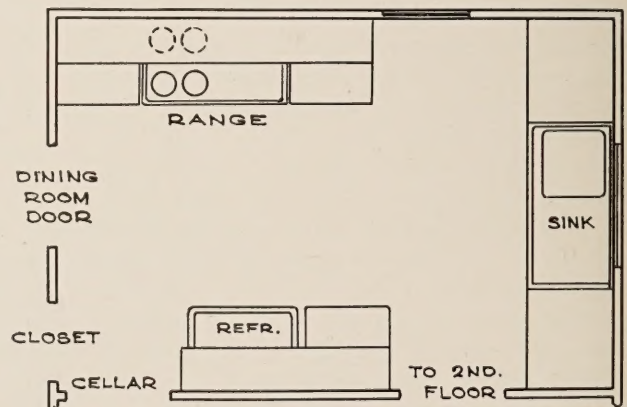
Only slightly less desirable is the L-shaped kitchen with equipment arranged on two walls. Note that the range is near the dining room for convenient serving and the refrigerator near the entrance where food is brought in.



**BROKEN "L" - SHAPED KITCHEN**

A good compromise

With unusual building problems to face as illustrated above where five doors open from the kitchen, a Broken "L" arrangement may be the solution. If one center must be isolated it is better to make it the range and serving center.



**INDIVIDUAL CENTER KITCHEN**

Still step-saving

All three centers are separated by doors or windows, yet the logical arrangement of the three centers is preserved. If your home is already built and complete remodeling is impractical, this is often a good answer to the kitchen problem.

The advice and counsel of our staff of home-planning experts is at your service to help you in re-planning your own kitchen to save time and work. Or if you're planning complete modernization of your home, or building a new home, we'll be glad to consult with you. No obligation of course.





## THE 5-STAR HOME IN PICTURES

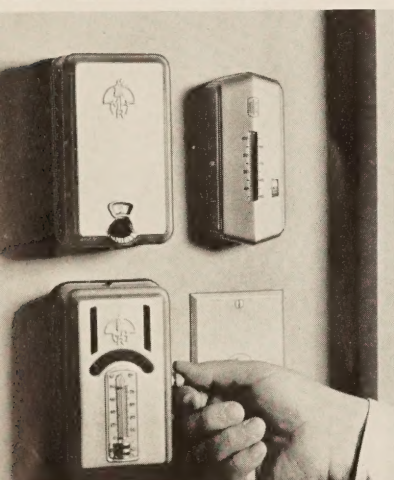
We are picturing Buffalo's first 5-Star Home as it appears at night, because we want you to see how friendly and radiant it can be. Think of it as your home! A place of calm comfort and beauty. Where living can be gracious and easy because all of the resources of our present day science have gone into building it.

Think of yourself as the master or mistress of this home! Picture yourself welcoming guests at the doorway—the step flooded with light and everything needed for charming entertainment inside. Doesn't it give you the urge to own your own home? And when you do, make sure it is 5-Star for better living.

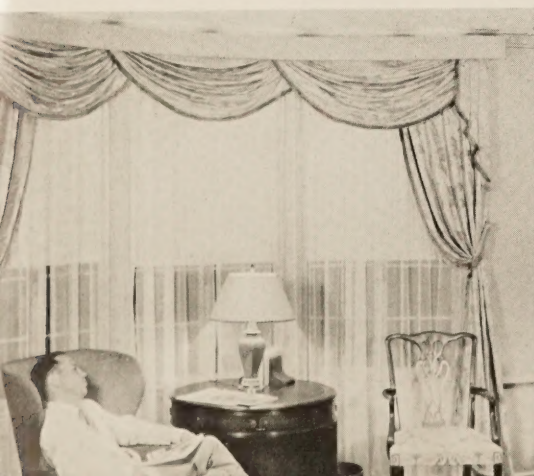
*RIGHT—The illuminated house number is a thoughtful touch, making it easy for friends to find your home, and exterior lights welcome them on arrival. The doorbell gives off a soft, gentle chime to announce them. Notice the electric doorman at the right of the door. You can answer the doorbell from the kitchen!*







**LIVING ROOM**—Drapes of sunny gold at the windows, make for cheeriness even on gloomy days. Walls painted 5-Star blue—a delicate, pastel shade. Exquisite paintings and appointments. That's the 5-Star living room, with everything set off to best advantage with soft, diffused light from concealed fixtures over the windows and plenty of Better Sight portable lamps. Convenience outlets are so placed that no point along the wall is more than 6 feet away from one, permitting any variation in arrangement of furniture. No need to disengage radio or lamps to use the vacuum cleaner.



**LEFT**—You'll never see a bare light bulb in a 5-Star Home. Notice the soft, pleasant effect of the indirect lighting above the windows in the 5-Star living room, bringing out the full richness of the drapes.

**RIGHT**—The conversation corner by the wood-burning fireplace in the 5-Star Home is ideal for informal entertainment of small groups. General illumination from the window lighting is sufficient when no close-seeing work is being done.





**DINING ROOM**—Through the French doors in the dining room you look out on a most attractive terrace. The cool green of the drapes repeats a color note in the wall-paper. And the garden is brought indoors in the form of two plant stands. The liberty bell fixture over the table has three intensities of light in case the dining room table is used for studying or playing games. The indirect urn fixtures are controlled from one switch and provide excellent supplementary light when candles alone are being used for table illumination. A convenience outlet is handy for preparing morning toast and coffee.



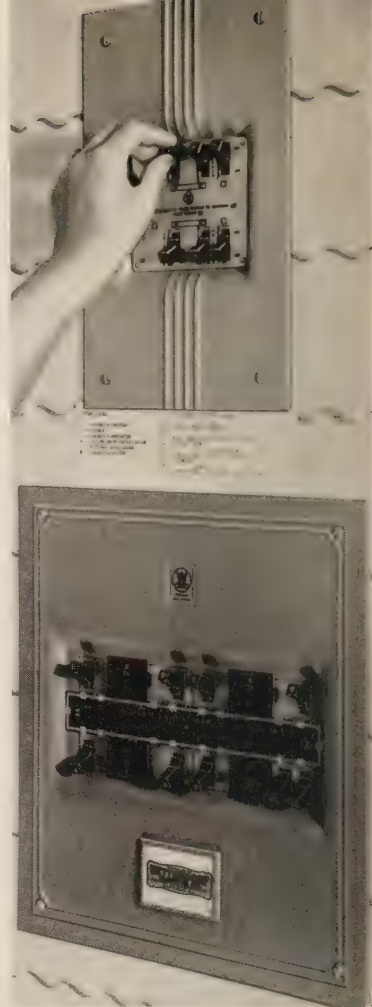
*The built-in aquarium is "air conditioned" by a small electric air pump so that change of water is rarely necessary. It is easily accessible from a closet.*



*This view shows the step up from the living room to the dining room that makes the living room seem larger. See how attractive the table looks.*







**ABOVE**—If lamp cord frays and causes a "short," or if you overload a circuit, the circuit is interrupted by this device. After the cause is removed a movement of the operating lever restores service.

**LEFT**—Just pack the dishes in the automatic electric dishwasher—breakfast, lunch and dinner. Hot water cleans and sterilizes the dishes. Refuse is ground to a pulp and flushed away by the electric garbage disposal unit beneath the sink. Notice the ventilating fan above the cabinets.



Any of your electric kitchen helpers can be used conveniently with the outlet strip placed above this work counter. Note the electric doorman. Just a click of a switch saves you endless trips to answer the bell.

**KITCHEN**—Everything you've ever dreamed about for convenience and speed in preparing meals! Work surfaces extend in an unbroken line along two walls. Organized, your work moves smoothly from preparation center, to cooking center, to clean up center, without one wasted step or motion! Electric refrigerator is of the latest design, electric range so automatic you don't need to give a thought to dinner after it's in the oven. Even washing dishes is no hardship because you just pack them away in the electric dishwasher after each meal.

**RIGHT**—The vital spot in the kitchen is the range. And the new electric ranges are the very last word in speed, accuracy and efficiency. Automatic time and temperature controls watch your cooking.



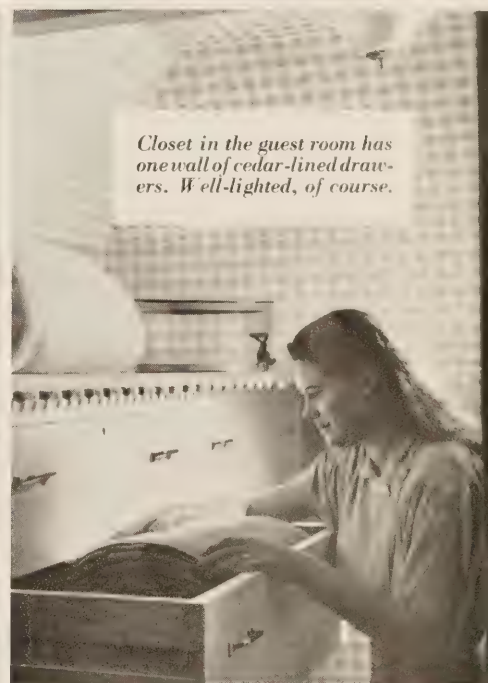


**BEDROOM**—Soothing and sleep-inducing is the master bedroom, done in colonial style. Gayly patterned wallpaper, crisp organdie curtains and bedspread set off the interesting furniture—all copies of original Southern Colonial pieces. Note the overhead lights for general illumination, and the bed lamps for reading at night. The kidney shaped writing table at the window also has a bridge lamp giving correct light for letter writing or any other work done at the desk.

*Well shaded lamps flank each side of the dresser mirror. See the air conditioning outlet in the upper right hand corner.*



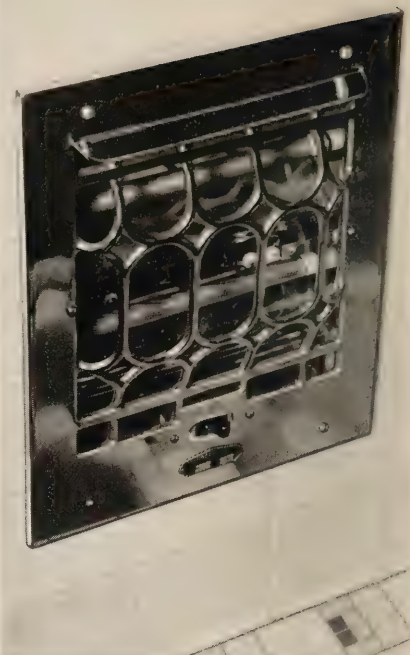
*Closet in the guest room has one wall of cedar-lined drawers. Well-lighted, of course.*



*BELOW—One set of day-light blue bulbs for daytime make-up, and the soft glow of ordinary lamps for evening. No possibility of confusing shadows. And there's a handy convenience outlet for hair curler or dryer.*







ABOVE—Sometimes late in spring and early in fall the weather plays tricks on us. An absolutely safe, built-in bathroom heater shown above is a great blessing on unexpectedly chilly mornings, to give you the added warmth you want in this room when dressing and bathing.

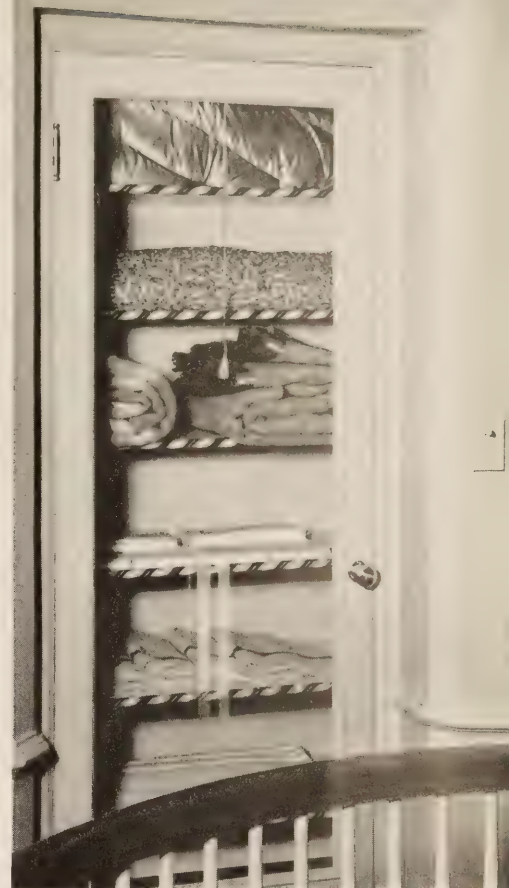
BELOW—In the second bathroom, these tubular, lumineline lights beside the mirror illustrate another form of efficient mirror lighting.



**BATHROOM**—Of course you want an up-to-date, modern bath. And you'll be glad to know that any of the conveniences shown in the 5-Star bath can be installed in your own home at reasonable cost. Opal glass shades on the mirror lights protect your eyes from glare. There's a double convenience outlet right beside the washstand for an electric razor, or curling iron. A vapor-proof lamp in the enclosed shower in the master bedroom is conveniently operated from a switch near the door.



BELOW—The graceful, circular staircase in the hall sounds the keynote of the beauty of the 5-Star Home. Cove lighting in the wall halfway upstairs furnishes an interesting decorative spot. Your guests' first impression of a home is important, and this type of hallway gives a favorable one.



ABOVE—In the upper hall is a spacious closet for linens, blankets and spreads. Notice the little night light near the handle of the cabinet door. Doesn't use enough electricity to matter, yet a great saver of stubbed toes and barked shins, at night.

ABOVE—People who live in the 5-Star Home will never be annoyed by the shrill insistence of the old-fashioned doorbell. These are the chimes that sound musically yet audibly.



If washday looms up in your mind as a dreary affair, think how simply and quickly the laundry can be done in an efficient room like this. No rubbing and scrubbing with an electric washer. No back-breaking ironing with the sit-down ironer. A modern laundry will cut washday in half. Plenty of general illumination for laundry tasks is furnished by inexpensive overhead fixtures. Notice the suspended convenience outlet in the picture at the right which keeps the washer cord off the floor and out of the way.

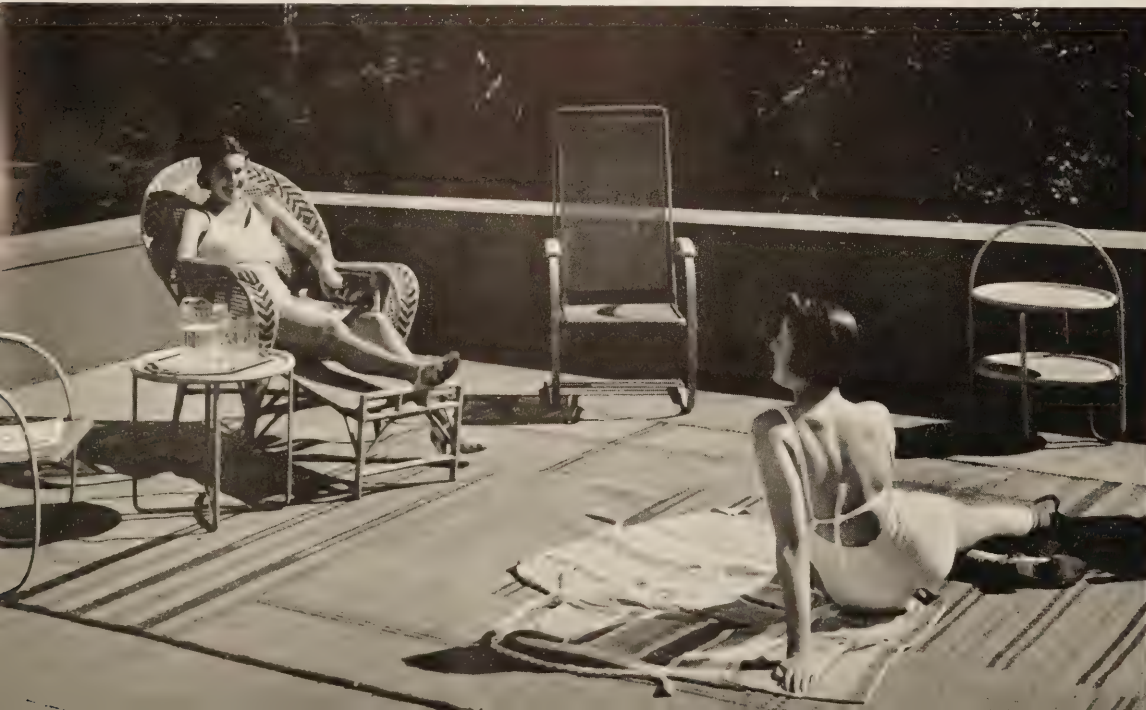




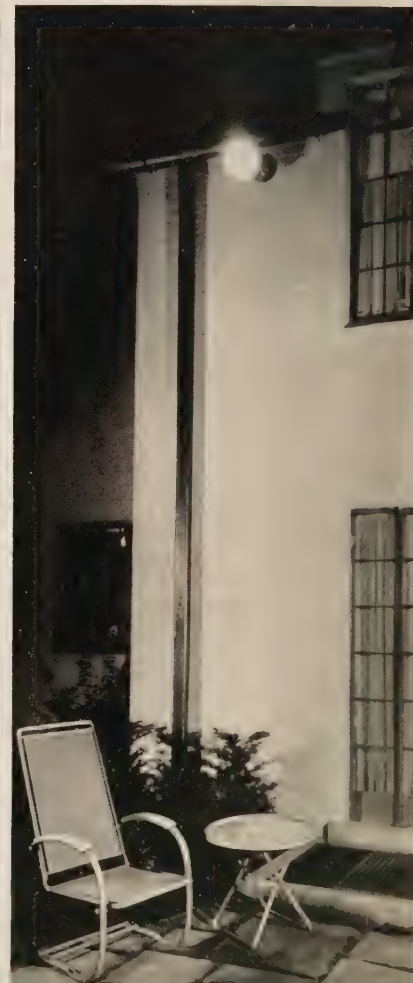
Living pleasantly outdoors is as important as indoors. The terrace outside the dining room of the 5-Star Home is an enchanting spot at night. Lily pads in the pool conceal the lighting and the comfortable garden furniture is restful and inviting. All-weather convenience outlets concealed behind the wall of the pool furnish ample opportunity for decorative party or holiday lighting, and best of all an insect electrocutor keeps the garden free from bugs.



BELOW—For sunbaths during the day or star-gazing at night, the deck porch of the 5-Star Home is an excellent place to be. There are convenience outlets, weather-protected so that lamps or radio can be brought outdoors.



RIGHT—Controlled by a switch in the master bedroom, this spotlight in the backyard is a warning to all intruders.







## DAY AND NIGHT HOT WATER A NECESSITY FOR MODERN HOMES



**H**OT WATER! What an important part of the joy of living. Hot water for bathing, shaving, dishwashing, cooking, cleaning, clothes washing, caring for the baby. By all means make sure that your new home will have an abundant supply of steaming hot water, *ready when you want it*. Remember, nowadays you *can* enjoy hotel hot water service in your own home at reasonable cost.

Automatic hot water is listed as one of the fundamental requirements in a 5-Star Home. Your architect or builder already has or can get complete 5-Star specifications from the book "Certification Standards for 5-Star

Homes" which gives exact engineering standards for proper service in any size house.

For your own information, however, you should have certain facts. First, your water heater should be completely automatic—you should not have to turn the heater on and off for intermittent use. Of the commonly accepted types, the storage type of heater is usually preferable. The tank should be well insulated, with a heavy blanket of rock wool or its equivalent wrapped all around the inside tank and covered with an outside cover. That insulation *keeps* the water hot after it is heated, saves many times its cost.

There are many technical details, all covered in the 5-Star specifications. Whether you need a slow-recovery or quick-recovery type. Whether — particularly in remodeling — you could save money by having one of the remarkably efficient new conversion types of heater.

Remember, the important thing is that the hot water supply should be automatic. The means is secondary. Your choice of fuel—coal, oil, electricity or gas—depends largely on local conditions. When available at low cost, electricity is most to be desired. In most communities where gas is available at low cost, gas will usually be found to be cheaper than electricity and marvelously clean and dependable. Oil and coal will supply automatic hot water, but with this type of fuel there is always the annoying element of having to order fuel, arrange to handle it, dirt and fumes—and in the case of coal, ashes to handle.

Without cost or obligation you can always get an estimate of the cost of automatic gas or electric hot water service from your utility company.





## **MAKE YOUR OWN WEATHER INSIDE YOUR HOME**

*with automatic heating and air conditioning*

You can't have blue skies and singing birds all year 'round, but you can regulate the weather inside your home. Both summer and winter present weather difficulties and discomforts. In summer the heat is oppressive, you lag at your work, the children are cross and fretful. In winter we heat our homes for warmth and in so doing we reduce the moisture content of the air. As it becomes dry, it drains moisture from every available source—from the delicate tissue linings of the nose and throat leaving them irritated so that colds and other illnesses develop and spread from one member of the family to another. Moisture must be added from some outside source. Now science has developed methods of giving healthful even temperature inside our homes all year long.

In summer, we can clean the air, keeping it free from dust and dirt. The air can be circulated to keep it fresh and free from odors. And it can be kept cool by means of refrigeration or by circulating cool night air by means of a fan. Excessive moisture can also be removed to give comfort when high outdoor temperatures combined with high humidity bring us those particularly oppressive, muggy days.

In winter, the air can be cleaned and moisture added for comfort and health. Automatic heating equipment provides even, regulated temperature and the cleaned, moistened, heated air can be circulated to keep floor and ceiling temperature uniform.

This is what we mean by inside weather control, one of the 5-Star Standards of good living.

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**POORLY INSULATED HOUSE**



*Don't try to heat all outdoors. Melted snow indicates wasted fuel.*

**WELL INSULATED HOUSE**



*A well insulated house will keep the heat inside. No melted snow.*



# EFFICIENT INSULATION THE FIRST STEP

## SAVE UP TO 30% ON HEATING BILLS

Fireproof, moisture-proof and vermin-proof insulation built into walls and roof forms a permanent protective barrier against the transmission of heat in either direction. Adequate insulation opens up formerly unused portions of a house. Extra rooms in the attic are possible because scorching heat from summer sun is effectively kept out. Insulation saves up to 30% on fuel bills every year, which means that in a relatively short time, it actually pays for itself.

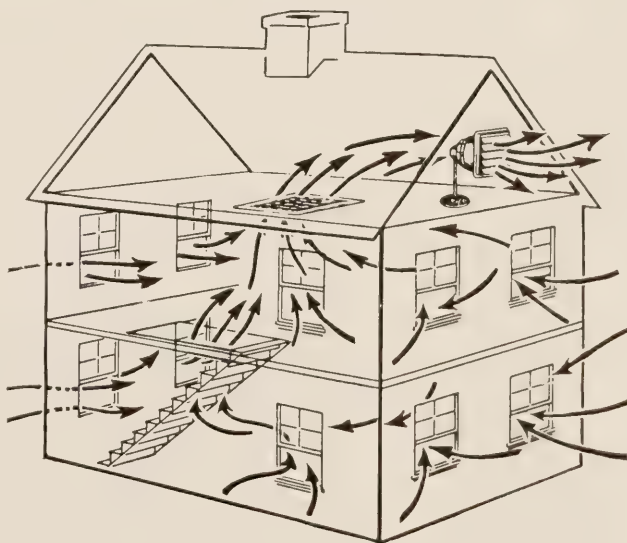
### *Recommended automatic heating equipment*

The age-old method of heating a house was with coal. In recent years, gas and oil heat have actively entered the field. The first essential is that your house be heated automatically—that is the central heating plant should be controlled by a thermostat. Local conditions will determine your choice of fuel. Where gas rates permit, you'll find gas the cleanest, most satisfactory and the only completely automatic heating equipment. Call your local utility for free cost estimate on the cost of automatic heat in your home.



### *An easy road to summer comfort*

All day the sun pours heat into your attic. Sometimes the temperature on the roof and walls is as high as 130 degrees and the attic is extremely hot. All night this accumulated heat pours into bedrooms and the rest of the house. Although the outside air may be delightfully cool, inside the house it is like an oven. An attic fan will draw in the cool night air, circulate it through your bedrooms and drive out the accumulated daytime heat. There are also domestic room coolers which provide seashore weather inside your home, or central air conditioning plants. Ask your architect or builder to check the "Certification Standards for 5-Star Homes" to determine the type of air conditioning your home needs.





# THINGS TO THINK ABOUT WHEN YOU BUILD A HOME



**YOUR ARCHITECT OR BUILDER**—no matter how experienced—does not know *your* family and *your habits of living*. He cannot give you his best help unless he knows what you personally consider essential for your home—and what you do not. On these pages we have outlined some of the more important things to think about when you build.

In most cases, we have divided the items into essentials and desirables. That is because every house, no matter how much you have to spend, is a compromise between what you would like and what you can afford. As you eliminate items be sure you cut out the things which you will miss the least. And there again, the 5-Star plan helps. Because the 5-Stars are

based on more comfortable living. You can safely adopt them as the cornerstone in your basic planning. They represent the minimum below which you should not go.

**HOW MUCH CAN YOU SPEND?**—How much you can spend for a home is something you alone can decide. Your bank account, your salary or other income, your future prospects should all be guiding factors. Simply line them up against the following proved rules of procedure to see what *your* home should cost:

- (a) Generally speaking, it is unwise to spend more than three times your annual income for a house.



- (b) Unless you have enough cash to pay for the cost of your lot and 20% of the finished building cost, you will probably have to pay higher rates on any money which you borrow.
- (c) Your carrying charges should be calculated so you can pay off your mortgage within twenty years.

**SELECTING THE LOT**—Not only for your own comfort and happiness, but for the protection of your investment, make sure the location of your home is thoroughly desirable. Before you buy your lot, ask these questions:

- (a) *What about taxes?*
- (b) *Is the neighborhood standard of living going up or down?*
- (c) *Are the building restrictions tight enough to maintain a high standard?*
- (d) *How close will you be to bus or trolley lines?*
- (e) *Are there good schools nearby?*
- (f) *Is there a church in the neighborhood?*
- (g) *Is there a satisfactory shopping district nearby?*
- (h) *What are the facilities for gas, electric and water service?*
- (i) *What recreational facilities are offered—parks, golf courses, tennis?*
- (j) *What will the traffic be by your front door?*
- (k) *Can you place your style house on the lot so as to allow plenty of light and air?*

**ROOMS**—As the first step in planning the number of rooms your house will have, answer the following questions about the people who will live in it:

How many people will live in your house?

ADULTS: Members of the family\_\_\_\_\_

Servants\_\_\_\_\_

CHILDREN: Boys\_\_\_\_\_Girls\_\_\_\_\_

This will tell your architect or builder your minimum requirements. Then if the budget permits, plans can be enlarged to include guest room, den, additional bathroom, or other rooms. To sum up, we suggest you list in the tabulation below the number of rooms you must have and the number of rooms you would like to have, cost permitting.

	Must have	Would like
1. How many double bedrooms?	_____	_____
2. How many single bedrooms?	_____	_____
3. How many servants' rooms?	_____	_____
4. How many bathrooms?	_____	_____
5. Would you want a dining room separate from the living room?	_____	_____
6. Would you want a dining nook off the kitchen?	_____	_____
7. Would you have a separate library, study or den?	_____	_____
8. Would you have a recreation room in the basement?	_____	_____
9. Would you have a lavatory on the first floor?	_____	_____
10. Should the front door open into a vestibule?	_____	_____
11. Would you want an attic or other storeroom?	_____	_____
12. Would you have a sleeping porch?	_____	_____
13. Would you have a bedroom on the ground floor?	_____	_____
14. Since heating equipment can be safely and conveniently located on the ground floor, would you want a cellar?		
(a) Under all the house?	_____	_____
(b) Under part of the house?	_____	_____
15. Would you want laundry space in the cellar?	_____	_____
16. Would you have a fruit and vegetable room in the cellar?	_____	_____

**FLOOR PLAN**—At this point, try to put your ideas on paper. Draw a rough sketch of what you think the arrangement of the rooms



might be. Try to allow for each room the proportionate space you think it should occupy. No matter how rough, this will be very helpful in giving your architect or builder a clear idea of the house you have in mind. The national magazines catering to the home owner are a fertile field for ideas in this connection.

**EXTERIOR MATERIALS** — There is a wide choice of roofing and outside building materials on the market today. The type of architecture you select will determine in most cases the kind of outside materials that should be used. Remember again, that you may have to make sacrifices because the type of material you select will materially affect the first cost and upkeep. However, if you have personal preferences it will help your architect or builder to know what you have in mind.

**ROOFING MATERIAL (check your preference)**

Asbestos shingles	_____	Metal	_____
Composition shingles	_____	Slate	_____
Wood shingles	_____	Tile	_____

**OUTSIDE WALLS MATERIAL**

Brick	_____	Stucco	_____
Concrete blocks	_____	Clapboard	_____
Shingles	_____	Stone	_____

**INTERIOR MATERIALS** — The home builder today also has a wide choice of wall finishes and flooring. Good taste, personal preference, and cost govern the selection of these. We suggest you use the following table to indicate your own ideas. You may want to show your first, second and third choice. For instance, if you like wood paneling but feel you can't afford it you might list it as first choice and wall board to imitate wood paneling as second choice. Your builder can then tell you which you can have from a cost standpoint.

**Wall Finishes**

	Living Room	Dining Room	Bed-rooms	Bath-room	Kitchen
1. Decorated wallboard	_____	_____	_____	_____	_____
2. Glass tile or slab	_____	_____	_____	_____	_____
3. Glazed tile	_____	_____	_____	_____	_____
4. Painted plaster	_____	_____	_____	_____	_____
5. Regular wallpaper	_____	_____	_____	_____	_____
6. Washable paper or fabric	_____	_____	_____	_____	_____
7. Wood paneling	_____	_____	_____	_____	_____
8. Other type	_____	_____	_____	_____	_____

**Flooring Materials**

	Living Room	Dining Room	Bed-rooms	Bath-room	Kitchen
1. Colored cement	_____	_____	_____	_____	_____
2. Hardwood floors with rugs	_____	_____	_____	_____	_____
3. Linoleum	_____	_____	_____	_____	_____
4. Rubber tile	_____	_____	_____	_____	_____
5. Softwood floors carpeted	_____	_____	_____	_____	_____
6. Tile	_____	_____	_____	_____	_____

**ADDITIONAL CONVENIENCES** — Below you will find listed additional modern conveniences that many people consider desirable in homes. We are listing them principally as reminders so that they are considered at the time your home is being planned.

- |   |                  |                   |
|---|------------------|-------------------|
| 1. Should the kitchen work counter surfaces be                                | _____            | _____             |
|   | <i>Must have</i> | <i>Would like</i> |
| (a) Linoleum  | _____            | _____             |
| (b) Metal   | _____            | _____             |
| (c) Tile  | _____            | _____             |
| (d) Wood  | _____            | _____             |
| 2. Should the kitchen be large enough for other purposes—laundry, child play? | _____            | _____             |
| 3. What bathing facilities are preferred?                                     | _____            | _____             |
| (a) Shower bath   | _____            | _____             |
| (b) Bathtub   | _____            | _____             |
| (c) Shower over tub   | _____            | _____             |
| 4. Should the garage be built attached to the house?                          | _____            | _____             |
| 5. If not, would you have a covered passageway from house to garage?          | _____            | _____             |
| 6. What provision is to be made for garbage disposal?                         | _____            | _____             |
| (a) Electric disposal   | _____            | _____             |
| (b) Built-in incinerator  | _____            | _____             |
| (c) Other type  | _____            | _____             |



## WHAT STYLE HOUSE DO YOU PREFER?

While some home and building magazines are inclined to feature straight-line, modern types of homes, the 13,000 people who answered the Niagara Hudson questionnaire definitely showed us that most people still prefer the gracious lines of the older established architectural types.

Whatever style of home you have in mind be sure to consider whether the type you select is suitable to the neighborhood, and remember that your choice of architecture will materially affect the cost of building. For your convenience, the sketches below show the standard types of architecture.



SOUTHERN COLONIAL . . . . ☐  
1 floor ☐ 2 floors ☐



CAPE COD . . . . . ☐  
1 floor ☐ 2 floors ☐



ENGLISH . . . . . ☐  
1 floor ☐ 2 floors ☐



FRENCH PROVINCIAL . . . . ☐  
1 floor ☐ 2 floors ☐



DUTCH COLONIAL . . . . . ☐  
1 floor ☐ 2 floors ☐



MODERN . . . . . ☐  
1 floor ☐ 2 floors ☐



GEORGIAN . . . . . ☐  
1 floor ☐ 2 floors ☐



SPANISH . . . . . ☐  
1 floor ☐ 2 floors ☐



AMERICAN FARMHOUSE . . ☐  
1 floor ☐ 2 floors ☐



MEDITERRANEAN . . . . . ☐  
1 floor ☐ 2 floors ☐





## ACKNOWLEDGEMENT



Niagara Hudson acknowledges with sincere appreciation the help received from various national and local home building authorities.

Mr. Howard Myers, Editor of Architectural Forum and his staff, were of inestimable aid in preparing our building questionnaire and in analyzing the results of the survey.

Mrs. Jean Austin, Editor of American Home magazine and her staff, spent weeks analyzing our survey and putting into shape the homes that 13,000 people expressed opinions on.

Mrs. Christine Holbrook and her associates on the Better Homes & Gardens staff have done a splendid piece of work in specifying appointments and furnishings for the homes as well as in planning the landscaping.

Miss Ada Bessie Swann and Miss Virginia Hamill of Woman's Home

Companion lent their time and talents to design the step-saving kitchens.

Local architects, department stores, newspapers and many others in the three 5-Star cities have been most generous with their co-operation.

Without the help of these people, the 5-Star idea, pointing the way to better building and better living, would not have been possible.



There are many helpful manufacturers' booklets available on the 5-Stars of good living. If you will write the 5-Star manager in your city, telling which of the 5-Stars interests you most at this time for your home, a complete list of reading matter will be sent you immediately.

### BUFFALO NIAGARA ELECTRIC CORP.

NIAGARA  HUDSON





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## **DEMONSTRATION HOMES CLOSED**

The original demonstration homes built by the Buffalo Niagara Electric Corporation, having served their purpose to introduce the advantages of the Five Stars to Better Living, have now been closed to public inspection. During the fourteen months that they were on exhibition, the homes were visited by 100,000 people. Tangible evidence of the acceptance of Five Star Standards can be seen in the steadily increasing number of single and 2-family houses as well as entire apartment blocks that are being constructed by owners and builders alike, according to Five-Star Specifications.

## **EXPERT PLANNING SERVICE FREE**

Now the Five-Star plan is in its second step, namely, to assist prospective builders in planning the home of their choice. To that end, there has been established a bureau of competent experts, who are ready at all times and at no cost to you, to offer assistance in getting a 100% satisfactory home, scientifically planned for BETTER LIVING. Be sure to consult the bureau, before you build, buy or remodel. Experienced advice will save you time and money.

## **LOOK FOR THE FIVE-STAR SIGN AS YOU DRIVE**

New 5-Star homes under construction are easily identified by the 5-Star sign on the property. Call the 5-Star bureau for an appointment to visit these homes. In Buffalo, the number is WASHINGTON 5700. In other communities call your nearest electric company office.

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